

Downtown Long Beach Proposed Property Based Improvement District Visitor Survey

**Summary of Quantitative Research and
Cross Tabulation Tables**

April 2012



FINAL RESULTS: Downtown Long Beach PBID Visitor Survey

SAMPLE SIZE = 673; MARGIN OF ERROR = 3.8%

INTERVIEW DATES: April 19-21, 2012

Hello, my name is _____; I work for a public opinion research firm conducting a study of visitors to Downtown Long Beach. We would like to ask you some questions that will just take a couple of minutes.

Do you live within the Downtown's Property-Based Improvement District? [SHOW MAP] Yes: 205 No: 436 (32 don't know)

Now, I am going to read a list of activities. For each one I read, please tell me how likely you think it is that you will do that activity either today, or at ANY point in the future, while in Downtown Long Beach. Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...

(CIRCLE ONE FOR EACH)

	Very Likely	Somewhat Likely	Slightly Likely	Not at All Likely
1. Stroll or walk around OR simply wait to make a transit connection	504	92	43	34
2. Eat or drink at a restaurant, café, or bar	440	134	48	51
3. Shop	330	147	90	106
4. Go to a movie	188	105	108	272
5. Conduct professional business like go to work, visit a doctor, real estate agent or accountant	239	85	60	289
6. Conduct personal business like visit a salon, dry cleaners, or grocery store	207	122	100	244
7. Attend a festival or special event	352	129	64	128
8. Stay overnight in a hotel	137	41	71	424

Now, I am going to read a list of features. For each I read, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if any of the following features is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.

(CIRCLE ONE FOR EACH)

	Very Important	Somewhat Important	Just Slightly Important	Not at all Important
9. Safety, like extra security	501	124	38	10
10. Cleanliness, like extra trash pick-up, steam cleaning and graffiti removal	505	134	31	3
11. Appearance, like plants, flowers and landscaping	440	170	52	11
12. New businesses and restaurants to fill empty storefronts	402	155	79	37

SUMMARY

	<u>Total</u>	<u>Premium Zone</u>	<u>Standard Zone</u>
Likely to perform at least one non-strolling/transit connection activity in Q1-Q8:	663 (99%)	363 (99%)	300 (97%)
Not at all likely to perform any non-strolling/transit connection activities in Q1-Q8:	10 (1%)	2 (1%)	8 (3%)
Not at all likely to perform any non-strolling/transit connection activities and said "Not at all important" to all features in Q.1-12:	0 (0%)	0 (0%)	0 (0%)

DATE OF INTERVIEW

	TOTAL	DATE			TIME			ZONE	
		THURS 4-19	FRI. 4-20	SAT. 4-21	10AM - 1PM	1PM-4PM	4PM-7PM	Premium	Standard
BASE - TOTAL RESPONDENTS	673	231	176	266	173	318	182	365	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%
THURSDAY, APRIL 19	231	231	0	0	96	86	49	119	112
	34%	100%	0%	0%	55%	27%	27%	33%	36%
FRIDAY, APRIL 20	176	0	176	0	0	120	56	106	70
	26%	0%	100%	0%	0%	38%	31%	29%	23%
SATURDAY, APRIL 21	266	0	0	266	77	112	77	140	126
	40%	0%	0%	100%	45%	35%	42%	38%	41%

TIME OF INTERVIEW

	TOTAL	DATE			TIME			ZONE	
		THURS 4-19	FRI. 4-20	SAT. 4-21	10AM - 1PM	1PM-4PM	4PM-7PM	Premium	Standard
BASE - TOTAL RESPONDENTS	673	231	176	266	173	318	182	365	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%
10:00am - 11:00am	26	26	0	0	26	0	0	16	10
	4%	11%	0%	0%	15%	0%	0%	4%	3%
11:01am - 12:00pm	64	33	0	31	64	0	0	33	31
	10%	14%	0%	12%	37%	0%	0%	9%	10%
12:01pm - 1:00pm	83	37	0	46	83	0	0	41	42
	12%	16%	0%	17%	48%	0%	0%	11%	14%
1:01pm - 2:00pm	96	17	33	46	0	96	0	50	46
	14%	7%	19%	17%	0%	30%	0%	14%	15%
2:01pm - 3:00pm	94	26	56	12	0	94	0	57	37
	14%	11%	32%	5%	0%	30%	0%	16%	12%
3:01pm - 4:00pm	128	43	31	54	0	128	0	70	58
	19%	19%	18%	20%	0%	40%	0%	19%	19%
4:01pm - 5:00pm	87	27	14	46	0	0	87	40	47
	13%	12%	8%	17%	0%	0%	48%	11%	15%
5:01pm - 6:00pm	82	22	29	31	0	0	82	45	37
	12%	10%	16%	12%	0%	0%	45%	12%	12%
6:01pm - 7:00pm	13	0	13	0	0	0	13	13	0
	2%	0%	7%	0%	0%	0%	7%	4%	0%

LIVE WITHIN THE DOWNTOWN'S PBID

	TOTAL	DATE			TIME			ZONE	
		THURS 4-19	FRI. 4-20	SAT. 4-21	10AM - 1PM	1PM-4PM	4PM-7PM	Premium	Standard
BASE - TOTAL RESPONDENTS	673	231	176	266	173	318	182	365	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES	205	57	53	95	40	91	74	84	121
	30%	25%	30%	36%	23%	29%	41%	23%	39%
NO	436	170	112	154	126	211	99	259	177
	65%	74%	64%	58%	73%	66%	54%	71%	57%
DON'T KNOW/NO ANSWER	32	4	11	17	7	16	9	22	10
	5%	2%	6%	6%	4%	5%	5%	6%	3%

Q1-Q12 BY TOTAL, DATE, AND TIME

	TOTAL	DATE			TIME			ZONE	
		THURS 4-19	FRI. 4-20	SAT. 4-21	10AM - 1PM	1PM-4PM	4PM-7PM	Prem.	Std.
BASE - TOTAL RESPONDENTS	673	231	176	266	173	318	182	365	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND									
VERY LIKELY	504	167	129	208	125	246	133	285	219
	75%	72%	73%	78%	72%	77%	73%	78%	71%
SOMEWHAT LIKELY	92	41	26	25	26	38	28	40	52
	14%	18%	15%	9%	15%	12%	15%	11%	17%
SLIGHTLY LIKELY	43	14	11	18	12	17	14	23	20
	6%	6%	6%	7%	7%	5%	8%	6%	6%
NOT AT ALL LIKELY	34	9	10	15	10	17	7	17	17
	5%	4%	6%	6%	6%	5%	4%	5%	6%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT									
VERY LIKELY	440	153	106	181	114	218	108	244	196
	65%	66%	60%	68%	66%	69%	59%	67%	64%
SOMEWHAT LIKELY	134	51	39	44	31	56	47	70	64
	20%	22%	22%	17%	18%	18%	26%	19%	21%
SLIGHTLY LIKELY	48	16	16	16	12	18	18	24	24
	7%	7%	9%	6%	7%	6%	10%	7%	8%
NOT AT ALL LIKELY	51	11	15	25	16	26	9	27	24
	8%	5%	9%	9%	9%	8%	5%	7%	8%
Q3 - LIKELY TO: SHOP									
VERY LIKELY	330	133	82	115	92	151	87	204	126
	49%	58%	47%	43%	53%	47%	48%	56%	41%
SOMEWHAT LIKELY	147	57	47	43	43	67	37	83	64
	22%	25%	27%	16%	25%	21%	20%	23%	21%
SLIGHTLY LIKELY	90	25	29	36	16	43	31	32	58
	13%	11%	16%	14%	9%	14%	17%	9%	19%
NOT AT ALL LIKELY	106	16	18	72	22	57	27	46	60
	16%	7%	10%	27%	13%	18%	15%	13%	19%
Q4 - LIKELY TO: GO TO A MOVIE									
VERY LIKELY	188	63	53	72	44	91	53	108	80
	28%	27%	30%	27%	25%	29%	29%	30%	26%
SOMEWHAT LIKELY	105	45	25	35	36	45	24	66	39
	16%	19%	14%	13%	21%	14%	13%	18%	13%
SLIGHTLY LIKELY	108	42	34	32	27	49	32	53	55
	16%	18%	19%	12%	16%	15%	18%	15%	18%
NOT AT ALL LIKELY	272	81	64	127	66	133	73	138	134
	40%	35%	36%	48%	38%	42%	40%	38%	44%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS									
VERY LIKELY	239	82	85	72	68	111	60	146	93
	36%	35%	48%	27%	39%	35%	33%	40%	30%
SOMEWHAT LIKELY	85	34	19	32	25	36	24	49	36
	13%	15%	11%	12%	14%	11%	13%	13%	12%
SLIGHTLY LIKELY	60	31	12	17	10	31	19	34	26
	9%	13%	7%	6%	6%	10%	10%	9%	8%
NOT AT ALL LIKELY	289	84	60	145	70	140	79	136	153
	43%	36%	34%	55%	40%	44%	43%	37%	50%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS									
VERY LIKELY	207	75	77	55	53	101	53	125	82
	31%	32%	44%	21%	31%	32%	29%	34%	27%
SOMEWHAT LIKELY	122	49	33	40	31	52	39	72	50
	18%	21%	19%	15%	18%	16%	21%	20%	16%
SLIGHTLY LIKELY	100	33	24	43	25	48	27	52	48
	15%	14%	14%	16%	14%	15%	15%	14%	16%
NOT AT ALL LIKELY	244	74	42	128	64	117	63	116	128

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	36%	32%	24%	48%	37%	37%	35%	32%	42%
VERY LIKELY	352	118	102	132	95	177	80	224	128
	52%	51%	58%	50%	55%	56%	44%	61%	42%
SOMEWHAT LIKELY	129	54	36	39	36	56	37	62	67
	19%	23%	20%	15%	21%	18%	20%	17%	22%
SLIGHTLY LIKELY	64	27	13	24	16	25	23	29	35
	10%	12%	7%	9%	9%	8%	13%	8%	11%
NOT AT ALL LIKELY	128	32	25	71	26	60	42	50	78
	19%	14%	14%	27%	15%	19%	23%	14%	25%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL									
VERY LIKELY	137	54	34	49	38	73	26	81	56
	20%	23%	19%	18%	22%	23%	14%	22%	18%
SOMEWHAT LIKELY	41	23	12	6	6	26	9	24	17
	6%	10%	7%	2%	3%	8%	5%	7%	6%
SLIGHTLY LIKELY	71	28	17	26	14	29	28	37	34
	11%	12%	10%	10%	8%	9%	15%	10%	11%
NOT AT ALL LIKELY	424	126	113	185	115	190	119	223	201
	63%	55%	64%	70%	66%	60%	65%	61%	65%
Q9 - IMPORTANCE OF: SAFETY									
VERY IMPORTANT	501	169	126	206	134	234	133	295	206
	74%	73%	72%	77%	77%	74%	73%	81%	67%
SOMEWHAT IMPORTANT	124	44	35	45	28	65	31	54	70
	18%	19%	20%	17%	16%	20%	17%	15%	23%
JUST SLIGHTLY IMPORTANT	38	14	11	13	10	13	15	13	25
	6%	6%	6%	5%	6%	4%	8%	4%	8%
NOT AT ALL IMPORTANT	10	4	4	2	1	6	3	3	7
	1%	2%	2%	1%	1%	2%	2%	1%	2%
Q10 - IMPORTANCE OF: CLEANLINESS									
VERY IMPORTANT	505	165	140	200	123	255	127	294	211
	75%	71%	80%	75%	71%	80%	70%	81%	69%
SOMEWHAT IMPORTANT	134	53	25	56	43	50	41	61	73
	20%	23%	14%	21%	25%	16%	23%	17%	24%
JUST SLIGHTLY IMPORTANT	31	12	9	10	6	12	13	9	22
	5%	5%	5%	4%	3%	4%	7%	2%	7%
NOT AT ALL IMPORTANT	3	1	2	0	1	1	1	1	2
	0%	0%	1%	0%	1%	0%	1%	0%	1%
Q11 - IMPORTANCE OF: APPEARANCE									
VERY IMPORTANT	440	141	121	178	115	220	105	246	194
	65%	61%	69%	67%	66%	69%	58%	67%	63%
SOMEWHAT IMPORTANT	170	62	43	65	47	72	51	94	76
	25%	27%	24%	24%	27%	23%	28%	26%	25%
JUST SLIGHTLY IMPORTANT	52	23	8	21	11	21	20	20	32
	8%	10%	5%	8%	6%	7%	11%	5%	10%
NOT AT ALL IMPORTANT	11	5	4	2	0	5	6	5	6
	2%	2%	2%	1%	0%	2%	3%	1%	2%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS									
VERY IMPORTANT	402	113	115	174	100	204	98	224	178
	60%	49%	65%	65%	58%	64%	54%	61%	58%
SOMEWHAT IMPORTANT	155	60	45	50	42	70	43	89	66
	23%	26%	26%	19%	24%	22%	24%	24%	21%
JUST SLIGHTLY IMPORTANT	79	37	10	32	21	29	29	33	46
	12%	16%	6%	12%	12%	9%	16%	9%	15%
NOT AT ALL IMPORTANT	37	21	6	10	10	15	12	19	18
	5%	9%	3%	4%	6%	5%	7%	5%	6%

Q1 STROLL OR WALK AROUND OR SIMPLY WAIT TO MAKE A TRANSIT CONNECTION

		QUESTION 1			
		VERY LKELY	SMWHT LKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE: TOTAL RESPONDENTS	673	504	92	43	34
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	504	0	0	0
	75%	100%	0%	0%	0%
SOMEWHAT LIKELY	92	0	92	0	0
	14%	0%	100%	0%	0%
SLIGHTLY LIKELY	43	0	0	43	0
	6%	0%	0%	100%	0%
NOT AT ALL LIKELY	34	0	0	0	34
	5%	0%	0%	0%	100%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	376	38	12	14
	65%	75%	41%	28%	41%
SOMEWHAT LIKELY	134	73	41	13	7
	20%	14%	45%	30%	21%
SLIGHTLY LIKELY	48	20	10	16	2
	7%	4%	11%	37%	6%
NOT AT ALL LIKELY	51	35	3	2	11
	8%	7%	3%	5%	32%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330	283	27	11	9
	49%	56%	29%	26%	26%
SOMEWHAT LIKELY	147	88	42	12	5
	22%	17%	46%	28%	15%
SLIGHTLY LIKELY	90	52	19	16	3
	13%	10%	21%	37%	9%
NOT AT ALL LIKELY	106	81	4	4	17
	16%	16%	4%	9%	50%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188	163	14	5	6
	28%	32%	15%	12%	18%
SOMEWHAT LIKELY	105	62	28	10	5
	16%	12%	30%	23%	15%
SLIGHTLY LIKELY	108	68	24	15	1
	16%	13%	26%	35%	3%
NOT AT ALL LIKELY	272	211	26	13	22
	40%	42%	28%	30%	65%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS					
VERY LIKELY	239	208	16	5	10
	36%	41%	17%	12%	29%
SOMEWHAT LIKELY	85	60	18	5	2
	13%	12%	20%	12%	6%
SLIGHTLY LIKELY	60	38	15	5	2
	9%	8%	16%	12%	6%
NOT AT ALL LIKELY	289	198	43	28	20
	43%	39%	47%	65%	59%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	207	182	13	3	9
	31%	36%	14%	7%	26%
SOMEWHAT LIKELY	122	94	20	4	4
	18%	19%	22%	9%	12%
SLIGHTLY LIKELY	100	58	22	17	3
	15%	12%	24%	40%	9%
NOT AT ALL LIKELY	244	170	37	19	18

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	36%	34%	40%	44%	53%
VERY LIKELY	352	291	32	16	13
	52%	58%	35%	37%	38%
SOMEWHAT LIKELY	129	79	31	11	8
	19%	16%	34%	26%	24%
SLIGHTLY LIKELY	64	32	17	14	1
	10%	6%	18%	33%	3%
NOT AT ALL LIKELY	128	102	12	2	12
	19%	20%	13%	5%	35%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	117	9	4	7
	20%	23%	10%	9%	21%
SOMEWHAT LIKELY	41	30	7	1	3
	6%	6%	8%	2%	9%
SLIGHTLY LIKELY	71	55	11	3	2
	11%	11%	12%	7%	6%
NOT AT ALL LIKELY	424	302	65	35	22
	63%	60%	71%	81%	65%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	414	46	20	21
	74%	82%	50%	47%	62%
SOMEWHAT IMPORTANT	124	70	34	15	5
	18%	14%	37%	35%	15%
JUST SLIGHTLY IMPORTANT	38	13	10	8	7
	6%	3%	11%	19%	21%
NOT AT ALL IMPORTANT	10	7	2	0	1
	1%	1%	2%	0%	3%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	417	46	19	23
	75%	83%	50%	44%	68%
SOMEWHAT IMPORTANT	134	77	35	15	7
	20%	15%	38%	35%	21%
JUST SLIGHTLY IMPORTANT	31	8	10	9	4
	5%	2%	11%	21%	12%
NOT AT ALL IMPORTANT	3	2	1	0	0
	0%	0%	1%	0%	0%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	368	38	15	19
	65%	73%	41%	35%	56%
SOMEWHAT IMPORTANT	170	105	42	16	7
	25%	21%	46%	37%	21%
JUST SLIGHTLY IMPORTANT	52	26	9	12	5
	8%	5%	10%	28%	15%
NOT AT ALL IMPORTANT	11	5	3	0	3
	2%	1%	3%	0%	9%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	339	33	11	19
	60%	67%	36%	26%	56%
SOMEWHAT IMPORTANT	155	96	34	17	8
	23%	19%	37%	40%	24%
JUST SLIGHTLY IMPORTANT	79	46	17	11	5
	12%	9%	18%	26%	15%
NOT AT ALL IMPORTANT	37	23	8	4	2
	5%	5%	9%	9%	6%

Q2. EAT OR DRINK AT A RESTAURANT, CAFE OR BAR?

		QUESTION 2			
		VERY LKELY	SMWHT LKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE: TOTAL RESPONDENTS	673	440	134	48	51
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	376	73	20	35
	75%	85%	54%	42%	69%
SOMEWHAT LIKELY	92	38	41	10	3
	14%	9%	31%	21%	6%
SLIGHTLY LIKELY	43	12	13	16	2
	6%	3%	10%	33%	4%
NOT AT ALL LIKELY	34	14	7	2	11
	5%	3%	5%	4%	22%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	440	0	0	0
	65%	100%	0%	0%	0%
SOMEWHAT LIKELY	134	0	134	0	0
	20%	0%	100%	0%	0%
SLIGHTLY LIKELY	48	0	0	48	0
	7%	0%	0%	100%	0%
NOT AT ALL LIKELY	51	0	0	0	51
	8%	0%	0%	0%	100%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330	276	33	6	15
	49%	63%	25%	13%	29%
SOMEWHAT LIKELY	147	69	62	9	7
	22%	16%	46%	19%	14%
SLIGHTLY LIKELY	90	34	29	25	2
	13%	8%	22%	52%	4%
NOT AT ALL LIKELY	106	61	10	8	27
	16%	14%	7%	17%	53%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188	162	16	1	9
	28%	37%	12%	2%	18%
SOMEWHAT LIKELY	105	66	30	5	4
	16%	15%	22%	10%	8%
SLIGHTLY LIKELY	108	53	34	19	2
	16%	12%	25%	40%	4%
NOT AT ALL LIKELY	272	159	54	23	36
	40%	36%	40%	48%	71%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS					
VERY LIKELY	239	184	35	5	15
	36%	42%	26%	10%	29%
SOMEWHAT LIKELY	85	54	24	3	4
	13%	12%	18%	6%	8%
SLIGHTLY LIKELY	60	41	10	7	2
	9%	9%	7%	15%	4%
NOT AT ALL LIKELY	289	161	65	33	30
	43%	37%	49%	69%	59%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	207	155	27	7	18
	31%	35%	20%	15%	35%
SOMEWHAT LIKELY	122	82	33	4	3
	18%	19%	25%	8%	6%
SLIGHTLY LIKELY	100	57	24	18	1
	15%	13%	18%	38%	2%
NOT AT ALL LIKELY	244	146	50	19	29

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	36%	33%	37%	40%	57%
VERY LIKELY	352	285	46	8	13
	52%	65%	34%	17%	25%
SOMEWHAT LIKELY	129	60	48	14	7
	19%	14%	36%	29%	14%
SLIGHTLY LIKELY	64	24	18	18	4
	10%	5%	13%	38%	8%
NOT AT ALL LIKELY	128	71	22	8	27
	19%	16%	16%	17%	53%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	120	12	2	3
	20%	27%	9%	4%	6%
SOMEWHAT LIKELY	41	30	8	2	1
	6%	7%	6%	4%	2%
SLIGHTLY LIKELY	71	45	18	5	3
	11%	10%	13%	10%	6%
NOT AT ALL LIKELY	424	245	96	39	44
	63%	56%	72%	81%	86%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	363	81	18	39
	74%	83%	60%	38%	76%
SOMEWHAT IMPORTANT	124	64	39	14	7
	18%	15%	29%	29%	14%
JUST SLIGHTLY IMPORTANT	38	8	13	13	4
	6%	2%	10%	27%	8%
NOT AT ALL IMPORTANT	10	5	1	3	1
	1%	1%	1%	6%	2%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	367	84	20	34
	75%	83%	63%	42%	67%
SOMEWHAT IMPORTANT	134	69	38	13	14
	20%	16%	28%	27%	27%
JUST SLIGHTLY IMPORTANT	31	2	12	14	3
	5%	0%	9%	29%	6%
NOT AT ALL IMPORTANT	3	2	0	1	0
	0%	0%	0%	2%	0%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	320	69	17	34
	65%	73%	51%	35%	67%
SOMEWHAT IMPORTANT	170	96	47	17	10
	25%	22%	35%	35%	20%
JUST SLIGHTLY IMPORTANT	52	20	17	11	4
	8%	5%	13%	23%	8%
NOT AT ALL IMPORTANT	11	4	1	3	3
	2%	1%	1%	6%	6%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	298	60	15	29
	60%	68%	45%	31%	57%
SOMEWHAT IMPORTANT	155	87	42	15	11
	23%	20%	31%	31%	22%
JUST SLIGHTLY IMPORTANT	79	37	21	14	7
	12%	8%	16%	29%	14%
NOT AT ALL IMPORTANT	37	18	11	4	4
	5%	4%	8%	8%	8%

Q3. SHOP

		QUESTION 3			
		VERY LKELY	SMWHT LKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE: TOTAL RESPONDENTS	673	330	147	90	106
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	283	88	52	81
	75%	86%	60%	58%	76%
SOMEWHAT LIKELY	92	27	42	19	4
	14%	8%	29%	21%	4%
SLIGHTLY LIKELY	43	11	12	16	4
	6%	3%	8%	18%	4%
NOT AT ALL LIKELY	34	9	5	3	17
	5%	3%	3%	3%	16%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	276	69	34	61
	65%	84%	47%	38%	58%
SOMEWHAT LIKELY	134	33	62	29	10
	20%	10%	42%	32%	9%
SLIGHTLY LIKELY	48	6	9	25	8
	7%	2%	6%	28%	8%
NOT AT ALL LIKELY	51	15	7	2	27
	8%	5%	5%	2%	25%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330	330	0	0	0
	49%	100%	0%	0%	0%
SOMEWHAT LIKELY	147	0	147	0	0
	22%	0%	100%	0%	0%
SLIGHTLY LIKELY	90	0	0	90	0
	13%	0%	0%	100%	0%
NOT AT ALL LIKELY	106	0	0	0	106
	16%	0%	0%	0%	100%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188	145	20	6	17
	28%	44%	14%	7%	16%
SOMEWHAT LIKELY	105	46	45	11	3
	16%	14%	31%	12%	3%
SLIGHTLY LIKELY	108	40	35	32	1
	16%	12%	24%	36%	1%
NOT AT ALL LIKELY	272	99	47	41	85
	40%	30%	32%	46%	80%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS					
VERY LIKELY	239	147	48	21	23
	36%	45%	33%	23%	22%
SOMEWHAT LIKELY	85	56	20	5	4
	13%	17%	14%	6%	4%
SLIGHTLY LIKELY	60	32	15	11	2
	9%	10%	10%	12%	2%
NOT AT ALL LIKELY	289	95	64	53	77
	43%	29%	44%	59%	73%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	207	152	31	12	12
	31%	46%	21%	13%	11%
SOMEWHAT LIKELY	122	67	38	13	4
	18%	20%	26%	14%	4%
SLIGHTLY LIKELY	100	43	22	29	6
	15%	13%	15%	32%	6%
NOT AT ALL LIKELY	244	68	56	36	84

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	36%	21%	38%	40%	79%
VERY LIKELY	352	213	72	28	39
	52%	65%	49%	31%	37%
SOMEWHAT LIKELY	129	52	40	27	10
	19%	16%	27%	30%	9%
SLIGHTLY LIKELY	64	18	15	23	8
	10%	5%	10%	26%	8%
NOT AT ALL LIKELY	128	47	20	12	49
	19%	14%	14%	13%	46%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	79	21	14	23
	20%	24%	14%	16%	22%
SOMEWHAT LIKELY	41	26	11	2	2
	6%	8%	7%	2%	2%
SLIGHTLY LIKELY	71	38	22	7	4
	11%	12%	15%	8%	4%
NOT AT ALL LIKELY	424	187	93	67	77
	63%	57%	63%	74%	73%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	288	91	45	77
	74%	87%	62%	50%	73%
SOMEWHAT IMPORTANT	124	36	44	28	16
	18%	11%	30%	31%	15%
JUST SLIGHTLY IMPORTANT	38	4	9	16	9
	6%	1%	6%	18%	8%
NOT AT ALL IMPORTANT	10	2	3	1	4
	1%	1%	2%	1%	4%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	289	93	47	76
	75%	88%	63%	52%	72%
SOMEWHAT IMPORTANT	134	39	48	26	21
	20%	12%	33%	29%	20%
JUST SLIGHTLY IMPORTANT	31	1	6	17	7
	5%	0%	4%	19%	7%
NOT AT ALL IMPORTANT	3	1	0	0	2
	0%	0%	0%	0%	2%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	256	77	41	66
	65%	78%	52%	46%	62%
SOMEWHAT IMPORTANT	170	55	59	31	25
	25%	17%	40%	34%	24%
JUST SLIGHTLY IMPORTANT	52	14	10	17	11
	8%	4%	7%	19%	10%
NOT AT ALL IMPORTANT	11	5	1	1	4
	2%	2%	1%	1%	4%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	214	75	42	71
	60%	65%	51%	47%	67%
SOMEWHAT IMPORTANT	155	60	51	27	17
	23%	18%	35%	30%	16%
JUST SLIGHTLY IMPORTANT	79	36	12	18	13
	12%	11%	8%	20%	12%
NOT AT ALL IMPORTANT	37	20	9	3	5
	5%	6%	6%	3%	5%

Q4. GO TO A MOVIE

		QUESTION 4			
		VERY LKELY	SMWHT LKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE: TOTAL RESPONDENTS	673	188	105	108	272
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	163	62	68	211
	75%	87%	59%	63%	78%
SOMEWHAT LIKELY	92	14	28	24	26
	14%	7%	27%	22%	10%
SLIGHTLY LIKELY	43	5	10	15	13
	6%	3%	10%	14%	5%
NOT AT ALL LIKELY	34	6	5	1	22
	5%	3%	5%	1%	8%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	162	66	53	159
	65%	86%	63%	49%	58%
SOMEWHAT LIKELY	134	16	30	34	54
	20%	9%	29%	31%	20%
SLIGHTLY LIKELY	48	1	5	19	23
	7%	1%	5%	18%	8%
NOT AT ALL LIKELY	51	9	4	2	36
	8%	5%	4%	2%	13%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330	145	46	40	99
	49%	77%	44%	37%	36%
SOMEWHAT LIKELY	147	20	45	35	47
	22%	11%	43%	32%	17%
SLIGHTLY LIKELY	90	6	11	32	41
	13%	3%	10%	30%	15%
NOT AT ALL LIKELY	106	17	3	1	85
	16%	9%	3%	1%	31%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188	188	0	0	0
	28%	100%	0%	0%	0%
SOMEWHAT LIKELY	105	0	105	0	0
	16%	0%	100%	0%	0%
SLIGHTLY LIKELY	108	0	0	108	0
	16%	0%	0%	100%	0%
NOT AT ALL LIKELY	272	0	0	0	272
	40%	0%	0%	0%	100%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS					
VERY LIKELY	239	96	34	35	74
	36%	51%	32%	32%	27%
SOMEWHAT LIKELY	85	24	27	14	20
	13%	13%	26%	13%	7%
SLIGHTLY LIKELY	60	19	15	15	11
	9%	10%	14%	14%	4%
NOT AT ALL LIKELY	289	49	29	44	167
	43%	26%	28%	41%	61%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	207	108	23	31	45
	31%	57%	22%	29%	17%
SOMEWHAT LIKELY	122	24	39	26	33
	18%	13%	37%	24%	12%
SLIGHTLY LIKELY	100	20	20	28	32
	15%	11%	19%	26%	12%
NOT AT ALL LIKELY	244	36	23	23	162

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	36%	19%	22%	21%	60%
VERY LIKELY	352	138	71	42	101
	52%	73%	68%	39%	37%
SOMEWHAT LIKELY	129	19	24	43	43
	19%	10%	23%	40%	16%
SLIGHTLY LIKELY	64	6	6	19	33
	10%	3%	6%	18%	12%
NOT AT ALL LIKELY	128	25	4	4	95
	19%	13%	4%	4%	35%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	45	11	14	67
	20%	24%	10%	13%	25%
SOMEWHAT LIKELY	41	19	7	7	8
	6%	10%	7%	6%	3%
SLIGHTLY LIKELY	71	26	17	14	14
	11%	14%	16%	13%	5%
NOT AT ALL LIKELY	424	98	70	73	183
	63%	52%	67%	68%	67%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	158	78	61	204
	74%	84%	74%	56%	75%
SOMEWHAT IMPORTANT	124	26	20	34	44
	18%	14%	19%	31%	16%
JUST SLIGHTLY IMPORTANT	38	1	6	12	19
	6%	1%	6%	11%	7%
NOT AT ALL IMPORTANT	10	3	1	1	5
	1%	2%	1%	1%	2%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	162	77	66	200
	75%	86%	73%	61%	74%
SOMEWHAT IMPORTANT	134	25	25	31	53
	20%	13%	24%	29%	19%
JUST SLIGHTLY IMPORTANT	31	0	3	11	17
	5%	0%	3%	10%	6%
NOT AT ALL IMPORTANT	3	1	0	0	2
	0%	1%	0%	0%	1%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	147	62	57	174
	65%	78%	59%	53%	64%
SOMEWHAT IMPORTANT	170	32	35	39	64
	25%	17%	33%	36%	24%
JUST SLIGHTLY IMPORTANT	52	7	8	11	26
	8%	4%	8%	10%	10%
NOT AT ALL IMPORTANT	11	2	0	1	8
	2%	1%	0%	1%	3%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	138	57	52	155
	60%	73%	54%	48%	57%
SOMEWHAT IMPORTANT	155	31	31	35	58
	23%	16%	30%	32%	21%
JUST SLIGHTLY IMPORTANT	79	12	14	16	37
	12%	6%	13%	15%	14%
NOT AT ALL IMPORTANT	37	7	3	5	22
	5%	4%	3%	5%	8%

Q5. CONDUCT PROFESSIONAL BUSINESS LIKE GO TO WORK, VISIT A DOCTOR, REAL ESTATE AGENT OR ACCOUNTANT

		QUESTION 5			
		VERY LKELY	SMWHT LKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE: TOTAL RESPONDENTS	673	239	85	60	289
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	208	60	38	198
	75%	87%	71%	63%	69%
SOMEWHAT LIKELY	92	16	18	15	43
	14%	7%	21%	25%	15%
SLIGHTLY LIKELY	43	5	5	5	28
	6%	2%	6%	8%	10%
NOT AT ALL LIKELY	34	10	2	2	20
	5%	4%	2%	3%	7%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	184	54	41	161
	65%	77%	64%	68%	56%
SOMEWHAT LIKELY	134	35	24	10	65
	20%	15%	28%	17%	22%
SLIGHTLY LIKELY	48	5	3	7	33
	7%	2%	4%	12%	11%
NOT AT ALL LIKELY	51	15	4	2	30
	8%	6%	5%	3%	10%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330	147	56	32	95
	49%	62%	66%	53%	33%
SOMEWHAT LIKELY	147	48	20	15	64
	22%	20%	24%	25%	22%
SLIGHTLY LIKELY	90	21	5	11	53
	13%	9%	6%	18%	18%
NOT AT ALL LIKELY	106	23	4	2	77
	16%	10%	5%	3%	27%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188	96	24	19	49
	28%	40%	28%	32%	17%
SOMEWHAT LIKELY	105	34	27	15	29
	16%	14%	32%	25%	10%
SLIGHTLY LIKELY	108	35	14	15	44
	16%	15%	16%	25%	15%
NOT AT ALL LIKELY	272	74	20	11	167
	40%	31%	24%	18%	58%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS					
VERY LIKELY	239	239	0	0	0
	36%	100%	0%	0%	0%
SOMEWHAT LIKELY	85	0	85	0	0
	13%	0%	100%	0%	0%
SLIGHTLY LIKELY	60	0	0	60	0
	9%	0%	0%	100%	0%
NOT AT ALL LIKELY	289	0	0	0	289
	43%	0%	0%	0%	100%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	207	146	21	8	32
	31%	61%	25%	13%	11%
SOMEWHAT LIKELY	122	39	51	10	22
	18%	16%	60%	17%	8%
SLIGHTLY LIKELY	100	15	9	36	40
	15%	6%	11%	60%	14%
NOT AT ALL LIKELY	244	39	4	6	195
	36%	16%	5%	10%	67%

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT					
VERY LIKELY	352	166	50	34	102
	52%	69%	59%	57%	35%
SOMEWHAT LIKELY	129	35	18	16	60
	19%	15%	21%	27%	21%
SLIGHTLY LIKELY	64	13	8	9	34
	10%	5%	9%	15%	12%
NOT AT ALL LIKELY	128	25	9	1	93
	19%	10%	11%	2%	32%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	76	1	5	55
	20%	32%	1%	8%	19%
SOMEWHAT LIKELY	41	12	14	7	8
	6%	5%	16%	12%	3%
SLIGHTLY LIKELY	71	31	18	13	9
	11%	13%	21%	22%	3%
NOT AT ALL LIKELY	424	120	52	35	217
	63%	50%	61%	58%	75%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	205	71	40	185
	74%	86%	84%	67%	64%
SOMEWHAT IMPORTANT	124	25	10	18	71
	18%	10%	12%	30%	25%
JUST SLIGHTLY IMPORTANT	38	5	3	2	28
	6%	2%	4%	3%	10%
NOT AT ALL IMPORTANT	10	4	1	0	5
	1%	2%	1%	0%	2%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	205	70	41	189
	75%	86%	82%	68%	65%
SOMEWHAT IMPORTANT	134	30	13	18	73
	20%	13%	15%	30%	25%
JUST SLIGHTLY IMPORTANT	31	3	1	1	26
	5%	1%	1%	2%	9%
NOT AT ALL IMPORTANT	3	1	1	0	1
	0%	0%	1%	0%	0%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	179	58	37	166
	65%	75%	68%	62%	57%
SOMEWHAT IMPORTANT	170	48	21	18	83
	25%	20%	25%	30%	29%
JUST SLIGHTLY IMPORTANT	52	10	4	5	33
	8%	4%	5%	8%	11%
NOT AT ALL IMPORTANT	11	2	2	0	7
	2%	1%	2%	0%	2%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	175	47	26	154
	60%	73%	55%	43%	53%
SOMEWHAT IMPORTANT	155	40	19	17	79
	23%	17%	22%	28%	27%
JUST SLIGHTLY IMPORTANT	79	18	13	13	35
	12%	8%	15%	22%	12%
NOT AT ALL IMPORTANT	37	6	6	4	21
	5%	3%	7%	7%	7%

Q6. CONDUCT PERSONAL BUSINESS LIKE VISIT A SALON, DRY CLEANERS, OR GROCERY STORE

		QUESTION 6			
		VERY LKELY	SMWHT LKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE: TOTAL RESPONDENTS	673	207	122	100	244
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	182	94	58	170
	75%	88%	77%	58%	70%
SOMEWHAT LIKELY	92	13	20	22	37
	14%	6%	16%	22%	15%
SLIGHTLY LIKELY	43	3	4	17	19
	6%	1%	3%	17%	8%
NOT AT ALL LIKELY	34	9	4	3	18
	5%	4%	3%	3%	7%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	155	82	57	146
	65%	75%	67%	57%	60%
SOMEWHAT LIKELY	134	27	33	24	50
	20%	13%	27%	24%	20%
SLIGHTLY LIKELY	48	7	4	18	19
	7%	3%	3%	18%	8%
NOT AT ALL LIKELY	51	18	3	1	29
	8%	9%	2%	1%	12%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330	152	67	43	68
	49%	73%	55%	43%	28%
SOMEWHAT LIKELY	147	31	38	22	56
	22%	15%	31%	22%	23%
SLIGHTLY LIKELY	90	12	13	29	36
	13%	6%	11%	29%	15%
NOT AT ALL LIKELY	106	12	4	6	84
	16%	6%	3%	6%	34%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188	108	24	20	36
	28%	52%	20%	20%	15%
SOMEWHAT LIKELY	105	23	39	20	23
	16%	11%	32%	20%	9%
SLIGHTLY LIKELY	108	31	26	28	23
	16%	15%	21%	28%	9%
NOT AT ALL LIKELY	272	45	33	32	162
	40%	22%	27%	32%	66%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS	673	207	122	100	244
VERY LIKELY					
	36%	71%	32%	15%	16%
SOMEWHAT LIKELY	85	21	51	9	4
	13%	10%	42%	9%	2%
SLIGHTLY LIKELY	60	8	10	36	6
	9%	4%	8%	36%	2%
NOT AT ALL LIKELY	289	32	22	40	195
	43%	15%	18%	40%	80%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	207	207	0	0	0
	31%	100%	0%	0%	0%
SOMEWHAT LIKELY	122	0	122	0	0
	18%	0%	100%	0%	0%
SLIGHTLY LIKELY	100	0	0	100	0
	15%	0%	0%	100%	0%
NOT AT ALL LIKELY	244	0	0	0	244

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	36%	0%	0%	0%	100%
VERY LIKELY	352	152	63	46	91
	52%	73%	52%	46%	37%
SOMEWHAT LIKELY	129	26	35	29	39
	19%	13%	29%	29%	16%
SLIGHTLY LIKELY	64	10	12	20	22
	10%	5%	10%	20%	9%
NOT AT ALL LIKELY	128	19	12	5	92
	19%	9%	10%	5%	38%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	50	12	17	58
	20%	24%	10%	17%	24%
SOMEWHAT LIKELY	41	15	13	6	7
	6%	7%	11%	6%	3%
SLIGHTLY LIKELY	71	30	22	10	9
	11%	14%	18%	10%	4%
NOT AT ALL LIKELY	424	112	75	67	170
	63%	54%	61%	67%	70%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	175	101	62	163
	74%	85%	83%	62%	67%
SOMEWHAT IMPORTANT	124	28	13	30	53
	18%	14%	11%	30%	22%
JUST SLIGHTLY IMPORTANT	38	3	6	7	22
	6%	1%	5%	7%	9%
NOT AT ALL IMPORTANT	10	1	2	1	6
	1%	0%	2%	1%	2%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	176	105	64	160
	75%	85%	86%	64%	66%
SOMEWHAT IMPORTANT	134	29	16	29	60
	20%	14%	13%	29%	25%
JUST SLIGHTLY IMPORTANT	31	2	1	6	22
	5%	1%	1%	6%	9%
NOT AT ALL IMPORTANT	3	0	0	1	2
	0%	0%	0%	1%	1%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	154	90	58	138
	65%	74%	74%	58%	57%
SOMEWHAT IMPORTANT	170	44	28	35	63
	25%	21%	23%	35%	26%
JUST SLIGHTLY IMPORTANT	52	7	4	7	34
	8%	3%	3%	7%	14%
NOT AT ALL IMPORTANT	11	2	0	0	9
	2%	1%	0%	0%	4%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	152	77	41	132
	60%	73%	63%	41%	54%
SOMEWHAT IMPORTANT	155	38	26	34	57
	23%	18%	21%	34%	23%
JUST SLIGHTLY IMPORTANT	79	12	14	19	34
	12%	6%	11%	19%	14%
NOT AT ALL IMPORTANT	37	5	5	6	21
	5%	2%	4%	6%	9%

Q7. ATTEND A FESTIVAL OR SPECIAL EVENT

		QUESTION 7			
		VERY LKELY	SMWHT LKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE: TOTAL RESPONDENTS	673	352	129	64	128
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	291	79	32	102
	75%	83%	61%	50%	80%
SOMEWHAT LIKELY	92	32	31	17	12
	14%	9%	24%	27%	9%
SLIGHTLY LIKELY	43	16	11	14	2
	6%	5%	9%	22%	2%
NOT AT ALL LIKELY	34	13	8	1	12
	5%	4%	6%	2%	9%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	285	60	24	71
	65%	81%	47%	38%	55%
SOMEWHAT LIKELY	134	46	48	18	22
	20%	13%	37%	28%	17%
SLIGHTLY LIKELY	48	8	14	18	8
	7%	2%	11%	28%	6%
NOT AT ALL LIKELY	51	13	7	4	27
	8%	4%	5%	6%	21%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330	213	52	18	47
	49%	61%	40%	28%	37%
SOMEWHAT LIKELY	147	72	40	15	20
	22%	20%	31%	23%	16%
SLIGHTLY LIKELY	90	28	27	23	12
	13%	8%	21%	36%	9%
NOT AT ALL LIKELY	106	39	10	8	49
	16%	11%	8%	13%	38%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188	138	19	6	25
	28%	39%	15%	9%	20%
SOMEWHAT LIKELY	105	71	24	6	4
	16%	20%	19%	9%	3%
SLIGHTLY LIKELY	108	42	43	19	4
	16%	12%	33%	30%	3%
NOT AT ALL LIKELY	272	101	43	33	95
	40%	29%	33%	52%	74%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS					
VERY LIKELY	239	166	35	13	25
	36%	47%	27%	20%	20%
SOMEWHAT LIKELY	85	50	18	8	9
	13%	14%	14%	13%	7%
SLIGHTLY LIKELY	60	34	16	9	1
	9%	10%	12%	14%	1%
NOT AT ALL LIKELY	289	102	60	34	93
	43%	29%	47%	53%	73%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	207	152	26	10	19
	31%	43%	20%	16%	15%
SOMEWHAT LIKELY	122	63	35	12	12
	18%	18%	27%	19%	9%
SLIGHTLY LIKELY	100	46	29	20	5
	15%	13%	22%	31%	4%
NOT AT ALL LIKELY	244	91	39	22	92
	36%	26%	30%	34%	72%

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT					
VERY LIKELY	352	352	0	0	0
	52%	100%	0%	0%	0%
SOMEWHAT LIKELY	129	0	129	0	0
	19%	0%	100%	0%	0%
SLIGHTLY LIKELY	64	0	0	64	0
	10%	0%	0%	100%	0%
NOT AT ALL LIKELY	128	0	0	0	128
	19%	0%	0%	0%	100%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	107	7	4	19
	20%	30%	5%	6%	15%
SOMEWHAT LIKELY	41	25	14	2	0
	6%	7%	11%	3%	0%
SLIGHTLY LIKELY	71	44	13	11	3
	11%	13%	10%	17%	2%
NOT AT ALL LIKELY	424	176	95	47	106
	63%	50%	74%	73%	83%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	288	78	37	98
	74%	82%	60%	58%	77%
SOMEWHAT IMPORTANT	124	53	37	18	16
	18%	15%	29%	28%	13%
JUST SLIGHTLY IMPORTANT	38	9	14	6	9
	6%	3%	11%	9%	7%
NOT AT ALL IMPORTANT	10	2	0	3	5
	1%	1%	0%	5%	4%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	294	78	39	94
	75%	84%	60%	61%	73%
SOMEWHAT IMPORTANT	134	53	40	16	25
	20%	15%	31%	25%	20%
JUST SLIGHTLY IMPORTANT	31	4	11	8	8
	5%	1%	9%	13%	6%
NOT AT ALL IMPORTANT	3	1	0	1	1
	0%	0%	0%	2%	1%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	264	64	29	83
	65%	75%	50%	45%	65%
SOMEWHAT IMPORTANT	170	68	46	26	30
	25%	19%	36%	41%	23%
JUST SLIGHTLY IMPORTANT	52	16	18	9	9
	8%	5%	14%	14%	7%
NOT AT ALL IMPORTANT	11	4	1	0	6
	2%	1%	1%	0%	5%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	250	53	24	75
	60%	71%	41%	38%	59%
SOMEWHAT IMPORTANT	155	67	42	23	23
	23%	19%	33%	36%	18%
JUST SLIGHTLY IMPORTANT	79	26	25	13	15
	12%	7%	19%	20%	12%
NOT AT ALL IMPORTANT	37	9	9	4	15
	5%	3%	7%	6%	12%

Q8. STAY OVERNIGHT IN A HOTEL

		QUESTION 8			
		VERY LKELY	SMWHT LKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE: TOTAL RESPONDENTS	673 100%	137 100%	41 100%	71 100%	424 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504 75%	117 85%	30 73%	55 77%	302 71%
SOMEWHAT LIKELY	92 14%	9 7%	7 17%	11 15%	65 15%
SLIGHTLY LIKELY	43 6%	4 3%	1 2%	3 4%	35 8%
NOT AT ALL LIKELY	34 5%	7 5%	3 7%	2 3%	22 5%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440 65%	120 88%	30 73%	45 63%	245 58%
SOMEWHAT LIKELY	134 20%	12 9%	8 20%	18 25%	96 23%
SLIGHTLY LIKELY	48 7%	2 1%	2 5%	5 7%	39 9%
NOT AT ALL LIKELY	51 8%	3 2%	1 2%	3 4%	44 10%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330 49%	79 58%	26 63%	38 54%	187 44%
SOMEWHAT LIKELY	147 22%	21 15%	11 27%	22 31%	93 22%
SLIGHTLY LIKELY	90 13%	14 10%	2 5%	7 10%	67 16%
NOT AT ALL LIKELY	106 16%	23 17%	2 5%	4 6%	77 18%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188 28%	45 33%	19 46%	26 37%	98 23%
SOMEWHAT LIKELY	105 16%	11 8%	7 17%	17 24%	70 17%
SLIGHTLY LIKELY	108 16%	14 10%	7 17%	14 20%	73 17%
NOT AT ALL LIKELY	272 40%	67 49%	8 20%	14 20%	183 43%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS					
VERY LIKELY	239 36%	76 55%	12 29%	31 44%	120 28%
SOMEWHAT LIKELY	85 13%	1 1%	14 34%	18 25%	52 12%
SLIGHTLY LIKELY	60 9%	5 4%	7 17%	13 18%	35 8%
NOT AT ALL LIKELY	289 43%	55 40%	8 20%	9 13%	217 51%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	207 31%	50 36%	15 37%	30 42%	112 26%
SOMEWHAT LIKELY	122 18%	12 9%	13 32%	22 31%	75 18%
SLIGHTLY LIKELY	100 15%	17 12%	6 15%	10 14%	67 16%
NOT AT ALL LIKELY	244	58	7	9	170

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	36%	42%	17%	13%	40%
VERY LIKELY	352	107	25	44	176
	52%	78%	61%	62%	42%
SOMEWHAT LIKELY	129	7	14	13	95
	19%	5%	34%	18%	22%
SLIGHTLY LIKELY	64	4	2	11	47
	10%	3%	5%	15%	11%
NOT AT ALL LIKELY	128	19	0	3	106
	19%	14%	0%	4%	25%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	137	0	0	0
	20%	100%	0%	0%	0%
SOMEWHAT LIKELY	41	0	41	0	0
	6%	0%	100%	0%	0%
SLIGHTLY LIKELY	71	0	0	71	0
	11%	0%	0%	100%	0%
NOT AT ALL LIKELY	424	0	0	0	424
	63%	0%	0%	0%	100%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	115	26	60	300
	74%	84%	63%	85%	71%
SOMEWHAT IMPORTANT	124	19	11	10	84
	18%	14%	27%	14%	20%
JUST SLIGHTLY IMPORTANT	38	1	3	0	34
	6%	1%	7%	0%	8%
NOT AT ALL IMPORTANT	10	2	1	1	6
	1%	1%	2%	1%	1%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	120	34	58	293
	75%	88%	83%	82%	69%
SOMEWHAT IMPORTANT	134	17	7	10	100
	20%	12%	17%	14%	24%
JUST SLIGHTLY IMPORTANT	31	0	0	2	29
	5%	0%	0%	3%	7%
NOT AT ALL IMPORTANT	3	0	0	1	2
	0%	0%	0%	1%	0%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	112	29	51	248
	65%	82%	71%	72%	58%
SOMEWHAT IMPORTANT	170	19	11	16	124
	25%	14%	27%	23%	29%
JUST SLIGHTLY IMPORTANT	52	6	1	1	44
	8%	4%	2%	1%	10%
NOT AT ALL IMPORTANT	11	0	0	3	8
	2%	0%	0%	4%	2%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	101	25	44	232
	60%	74%	61%	62%	55%
SOMEWHAT IMPORTANT	155	25	8	18	104
	23%	18%	20%	25%	25%
JUST SLIGHTLY IMPORTANT	79	8	7	6	58
	12%	6%	17%	8%	14%
NOT AT ALL IMPORTANT	37	3	1	3	30
	5%	2%	2%	4%	7%

SPECIAL TABLE: IMPORTANCE AMONG THOSE WOULD ONLY STROLL/CONNECT TO TRANSIT

	TOTAL	DATE			TIME		
		THURS 4-19	FRI. 4-20	SAT. 4-21	10AM - 1PM	1PM-4PM	4PM-7PM
BASE - TOTAL RESPONDENTS	673	231	176	266	173	318	182
	100%	100%	100%	100%	100%	100%	100%
LIKELY TO STROLL OR WALK AROUND (Q1), AND NOT LIKELY TO ALL OTHER ACTIVITIES	10	0	0	10	3	6	1
	1%	0%	0%	4%	2%	2%	1%
Q9 - IMPORTANCE OF: SAFETY							
VERY IMPORTANT	9	0	0	9	2	6	1
	90%	0%	0%	90%	67%	100%	100%
SOMEWHAT IMPORTANT	1	0	0	1	1	0	0
	10%	0%	0%	10%	33%	0%	0%
JUST SLIGHTLY IMPORTANT	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%
NOT AT ALL IMPORTANT	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%
Q10 - IMPORTANCE OF: CLEANLINESS							
VERY IMPORTANT	8	0	0	8	2	5	1
	80%	0%	0%	80%	67%	83%	100%
SOMEWHAT IMPORTANT	2	0	0	2	1	1	0
	20%	0%	0%	20%	33%	17%	0%
JUST SLIGHTLY IMPORTANT	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%
NOT AT ALL IMPORTANT	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%
Q11 - IMPORTANCE OF: APPEARANCE							
VERY IMPORTANT	8	0	0	8	3	4	1
	80%	0%	0%	80%	100%	67%	100%
SOMEWHAT IMPORTANT	1	0	0	1	0	1	0
	10%	0%	0%	10%	0%	17%	0%
JUST SLIGHTLY IMPORTANT	1	0	0	1	0	1	0
	10%	0%	0%	10%	0%	17%	0%
NOT AT ALL IMPORTANT	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS							
VERY IMPORTANT	6	0	0	6	2	3	1
	60%	0%	0%	60%	67%	50%	100%
SOMEWHAT IMPORTANT	1	0	0	1	0	1	0
	10%	0%	0%	10%	0%	17%	0%
JUST SLIGHTLY IMPORTANT	3	0	0	3	1	2	0
	30%	0%	0%	30%	33%	33%	0%
NOT AT ALL IMPORTANT	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%

Q9. SAFETY, LIKE EXTRA SECURITY

		QUESTION 9			
		VERY IMPOR - TANT	SMWHT IMPOR - TANT	SLGHTLY IMPOR - TANT	NOT AT ALL IMPRTNT
BASE: TOTAL RESPONDENTS	673	501	124	38	10
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	414	70	13	7
	75%	83%	56%	34%	70%
SOMEWHAT LIKELY	92	46	34	10	2
	14%	9%	27%	26%	20%
SLIGHTLY LIKELY	43	20	15	8	0
	6%	4%	12%	21%	0%
NOT AT ALL LIKELY	34	21	5	7	1
	5%	4%	4%	18%	10%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	363	64	8	5
	65%	72%	52%	21%	50%
SOMEWHAT LIKELY	134	81	39	13	1
	20%	16%	31%	34%	10%
SLIGHTLY LIKELY	48	18	14	13	3
	7%	4%	11%	34%	30%
NOT AT ALL LIKELY	51	39	7	4	1
	8%	8%	6%	11%	10%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330	288	36	4	2
	49%	57%	29%	11%	20%
SOMEWHAT LIKELY	147	91	44	9	3
	22%	18%	35%	24%	30%
SLIGHTLY LIKELY	90	45	28	16	1
	13%	9%	23%	42%	10%
NOT AT ALL LIKELY	106	77	16	9	4
	16%	15%	13%	24%	40%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188	158	26	1	3
	28%	32%	21%	3%	30%
SOMEWHAT LIKELY	105	78	20	6	1
	16%	16%	16%	16%	10%
SLIGHTLY LIKELY	108	61	34	12	1
	16%	12%	27%	32%	10%
NOT AT ALL LIKELY	272	204	44	19	5
	40%	41%	35%	50%	50%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS					
VERY LIKELY	239	205	25	5	4
	36%	41%	20%	13%	40%
SOMEWHAT LIKELY	85	71	10	3	1
	13%	14%	8%	8%	10%
SLIGHTLY LIKELY	60	40	18	2	0
	9%	8%	15%	5%	0%
NOT AT ALL LIKELY	289	185	71	28	5
	43%	37%	57%	74%	50%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	207	175	28	3	1
	31%	35%	23%	8%	10%
SOMEWHAT LIKELY	122	101	13	6	2
	18%	20%	10%	16%	20%
SLIGHTLY LIKELY	100	62	30	7	1
	15%	12%	24%	18%	10%
NOT AT ALL LIKELY	244	163	53	22	6
	36%	33%	43%	58%	60%

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT					
VERY LIKELY	352	288	53	9	2
	52%	57%	43%	24%	20%
SOMEWHAT LIKELY	129	78	37	14	0
	19%	16%	30%	37%	0%
SLIGHTLY LIKELY	64	37	18	6	3
	10%	7%	15%	16%	30%
NOT AT ALL LIKELY	128	98	16	9	5
	19%	20%	13%	24%	50%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	115	19	1	2
	20%	23%	15%	3%	20%
SOMEWHAT LIKELY	41	26	11	3	1
	6%	5%	9%	8%	10%
SLIGHTLY LIKELY	71	60	10	0	1
	11%	12%	8%	0%	10%
NOT AT ALL LIKELY	424	300	84	34	6
	63%	60%	68%	89%	60%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	501	0	0	0
	74%	100%	0%	0%	0%
SOMEWHAT IMPORTANT	124	0	124	0	0
	18%	0%	100%	0%	0%
JUST SLIGHTLY IMPORTANT	38	0	0	38	0
	6%	0%	0%	100%	0%
NOT AT ALL IMPORTANT	10	0	0	0	10
	1%	0%	0%	0%	100%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	444	48	8	5
	75%	89%	39%	21%	50%
SOMEWHAT IMPORTANT	134	56	70	8	0
	20%	11%	56%	21%	0%
JUST SLIGHTLY IMPORTANT	31	1	6	22	2
	5%	0%	5%	58%	20%
NOT AT ALL IMPORTANT	3	0	0	0	3
	0%	0%	0%	0%	30%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	387	42	8	3
	65%	77%	34%	21%	30%
SOMEWHAT IMPORTANT	170	88	70	9	3
	25%	18%	56%	24%	30%
JUST SLIGHTLY IMPORTANT	52	20	11	19	2
	8%	4%	9%	50%	20%
NOT AT ALL IMPORTANT	11	6	1	2	2
	2%	1%	1%	5%	20%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	350	42	6	4
	60%	70%	34%	16%	40%
SOMEWHAT IMPORTANT	155	86	62	7	0
	23%	17%	50%	18%	0%
JUST SLIGHTLY IMPORTANT	79	40	15	21	3
	12%	8%	12%	55%	30%
NOT AT ALL IMPORTANT	37	25	5	4	3
	5%	5%	4%	11%	30%

Q10. CLEANLINESS, LIKE EXTRA TRASH PICK-UP, STEAM CLEANING AND GRAFFITI REMOVAL

	TOTAL	QUESTION 10			
		VERY IMPOR - TANT	SMWHT IMPOR - TANT	SLGHTLY IMPOR - TANT	NOT AT ALL IMPRTNT
BASE: TOTAL RESPONDENTS	673	505	134	31	3
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	417	77	8	2
	75%	83%	57%	26%	67%
SOMEWHAT LIKELY	92	46	35	10	1
	14%	9%	26%	32%	33%
SLIGHTLY LIKELY	43	19	15	9	0
	6%	4%	11%	29%	0%
NOT AT ALL LIKELY	34	23	7	4	0
	5%	5%	5%	13%	0%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	367	69	2	2
	65%	73%	51%	6%	67%
SOMEWHAT LIKELY	134	84	38	12	0
	20%	17%	28%	39%	0%
SLIGHTLY LIKELY	48	20	13	14	1
	7%	4%	10%	45%	33%
NOT AT ALL LIKELY	51	34	14	3	0
	8%	7%	10%	10%	0%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330	289	39	1	1
	49%	57%	29%	3%	33%
SOMEWHAT LIKELY	147	93	48	6	0
	22%	18%	36%	19%	0%
SLIGHTLY LIKELY	90	47	26	17	0
	13%	9%	19%	55%	0%
NOT AT ALL LIKELY	106	76	21	7	2
	16%	15%	16%	23%	67%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188	162	25	0	1
	28%	32%	19%	0%	33%
SOMEWHAT LIKELY	105	77	25	3	0
	16%	15%	19%	10%	0%
SLIGHTLY LIKELY	108	66	31	11	0
	16%	13%	23%	35%	0%
NOT AT ALL LIKELY	272	200	53	17	2
	40%	40%	40%	55%	67%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS					
VERY LIKELY	239	205	30	3	1
	36%	41%	22%	10%	33%
SOMEWHAT LIKELY	85	70	13	1	1
	13%	14%	10%	3%	33%
SLIGHTLY LIKELY	60	41	18	1	0
	9%	8%	13%	3%	0%
NOT AT ALL LIKELY	289	189	73	26	1
	43%	37%	54%	84%	33%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	207	176	29	2	0
	31%	35%	22%	6%	0%
SOMEWHAT LIKELY	122	105	16	1	0
	18%	21%	12%	3%	0%
SLIGHTLY LIKELY	100	64	29	6	1
	15%	13%	22%	19%	33%
NOT AT ALL LIKELY	244	160	60	22	2

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	36%	32%	45%	71%	67%
VERY LIKELY	352	294	53	4	1
	52%	58%	40%	13%	33%
SOMEWHAT LIKELY	129	78	40	11	0
	19%	15%	30%	35%	0%
SLIGHTLY LIKELY	64	39	16	8	1
	10%	8%	12%	26%	33%
NOT AT ALL LIKELY	128	94	25	8	1
	19%	19%	19%	26%	33%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	120	17	0	0
	20%	24%	13%	0%	0%
SOMEWHAT LIKELY	41	34	7	0	0
	6%	7%	5%	0%	0%
SLIGHTLY LIKELY	71	58	10	2	1
	11%	11%	7%	6%	33%
NOT AT ALL LIKELY	424	293	100	29	2
	63%	58%	75%	94%	67%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	444	56	1	0
	74%	88%	42%	3%	0%
SOMEWHAT IMPORTANT	124	48	70	6	0
	18%	10%	52%	19%	0%
JUST SLIGHTLY IMPORTANT	38	8	8	22	0
	6%	2%	6%	71%	0%
NOT AT ALL IMPORTANT	10	5	0	2	3
	1%	1%	0%	6%	100%
Q10 - IMPORTANCE OF: CLEANLINESS	673	505	134	31	3
	100%	100%	100%	100%	100%
VERY IMPORTANT	505	505	0	0	0
	75%	100%	0%	0%	0%
SOMEWHAT IMPORTANT	134	0	134	0	0
	20%	0%	100%	0%	0%
JUST SLIGHTLY IMPORTANT	31	0	0	31	0
	5%	0%	0%	100%	0%
NOT AT ALL IMPORTANT	3	0	0	0	3
	0%	0%	0%	0%	100%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	416	23	1	0
	65%	82%	17%	3%	0%
SOMEWHAT IMPORTANT	170	70	92	8	0
	25%	14%	69%	26%	0%
JUST SLIGHTLY IMPORTANT	52	15	17	19	1
	8%	3%	13%	61%	33%
NOT AT ALL IMPORTANT	11	4	2	3	2
	2%	1%	1%	10%	67%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	372	29	1	0
	60%	74%	22%	3%	0%
SOMEWHAT IMPORTANT	155	82	70	3	0
	23%	16%	52%	10%	0%
JUST SLIGHTLY IMPORTANT	79	33	22	23	1
	12%	7%	16%	74%	33%
NOT AT ALL IMPORTANT	37	18	13	4	2
	5%	4%	10%	13%	67%

Q11. APPEARANCE, LIKE PLANTS, FLOWERS AND LANDSCAPING

	TOTAL	QUESTION 11			
		VERY IMPOR - TANT	SMWHT IMPOR - TANT	SLGHTLY IMPOR - TANT	NOT AT ALL IMPRTNT
BASE: TOTAL RESPONDENTS	673	440	170	52	11
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	368	105	26	5
	75%	84%	62%	50%	45%
SOMEWHAT LIKELY	92	38	42	9	3
	14%	9%	25%	17%	27%
SLIGHTLY LIKELY	43	15	16	12	0
	6%	3%	9%	23%	0%
NOT AT ALL LIKELY	34	19	7	5	3
	5%	4%	4%	10%	27%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	320	96	20	4
	65%	73%	56%	38%	36%
SOMEWHAT LIKELY	134	69	47	17	1
	20%	16%	28%	33%	9%
SLIGHTLY LIKELY	48	17	17	11	3
	7%	4%	10%	21%	27%
NOT AT ALL LIKELY	51	34	10	4	3
	8%	8%	6%	8%	27%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330	256	55	14	5
	49%	58%	32%	27%	45%
SOMEWHAT LIKELY	147	77	59	10	1
	22%	18%	35%	19%	9%
SLIGHTLY LIKELY	90	41	31	17	1
	13%	9%	18%	33%	9%
NOT AT ALL LIKELY	106	66	25	11	4
	16%	15%	15%	21%	36%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188	147	32	7	2
	28%	33%	19%	13%	18%
SOMEWHAT LIKELY	105	62	35	8	0
	16%	14%	21%	15%	0%
SLIGHTLY LIKELY	108	57	39	11	1
	16%	13%	23%	21%	9%
NOT AT ALL LIKELY	272	174	64	26	8
	40%	40%	38%	50%	73%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS					
VERY LIKELY	239	179	48	10	2
	36%	41%	28%	19%	18%
SOMEWHAT LIKELY	85	58	21	4	2
	13%	13%	12%	8%	18%
SLIGHTLY LIKELY	60	37	18	5	0
	9%	8%	11%	10%	0%
NOT AT ALL LIKELY	289	166	83	33	7
	43%	38%	49%	63%	64%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	207	154	44	7	2
	31%	35%	26%	13%	18%
SOMEWHAT LIKELY	122	90	28	4	0
	18%	20%	16%	8%	0%
SLIGHTLY LIKELY	100	58	35	7	0
	15%	13%	21%	13%	0%
NOT AT ALL LIKELY	244	138	63	34	9

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	36%	31%	37%	65%	82%
VERY LIKELY	352	264	68	16	4
	52%	60%	40%	31%	36%
SOMEWHAT LIKELY	129	64	46	18	1
	19%	15%	27%	35%	9%
SLIGHTLY LIKELY	64	29	26	9	0
	10%	7%	15%	17%	0%
NOT AT ALL LIKELY	128	83	30	9	6
	19%	19%	18%	17%	55%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	112	19	6	0
	20%	25%	11%	12%	0%
SOMEWHAT LIKELY	41	29	11	1	0
	6%	7%	6%	2%	0%
SLIGHTLY LIKELY	71	51	16	1	3
	11%	12%	9%	2%	27%
NOT AT ALL LIKELY	424	248	124	44	8
	63%	56%	73%	85%	73%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	387	88	20	6
	74%	88%	52%	38%	55%
SOMEWHAT IMPORTANT	124	42	70	11	1
	18%	10%	41%	21%	9%
JUST SLIGHTLY IMPORTANT	38	8	9	19	2
	6%	2%	5%	37%	18%
NOT AT ALL IMPORTANT	10	3	3	2	2
	1%	1%	2%	4%	18%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	416	70	15	4
	75%	95%	41%	29%	36%
SOMEWHAT IMPORTANT	134	23	92	17	2
	20%	5%	54%	33%	18%
JUST SLIGHTLY IMPORTANT	31	1	8	19	3
	5%	0%	5%	37%	27%
NOT AT ALL IMPORTANT	3	0	0	1	2
	0%	0%	0%	2%	18%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	440	0	0	0
	65%	100%	0%	0%	0%
SOMEWHAT IMPORTANT	170	0	170	0	0
	25%	0%	100%	0%	0%
JUST SLIGHTLY IMPORTANT	52	0	0	52	0
	8%	0%	0%	100%	0%
NOT AT ALL IMPORTANT	11	0	0	0	11
	2%	0%	0%	0%	100%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	347	44	8	3
	60%	79%	26%	15%	27%
SOMEWHAT IMPORTANT	155	60	86	7	2
	23%	14%	51%	13%	18%
JUST SLIGHTLY IMPORTANT	79	22	27	30	0
	12%	5%	16%	58%	0%
NOT AT ALL IMPORTANT	37	11	13	7	6
	5%	3%	8%	13%	55%

Q12. NEW BUSINESSES AND RESTAURANTS TO FILL EMPTY STOREFRONTS

		QUESTION 12			
		VERY IMPOR - TANT	SMWHT IMPOR - TANT	SLGHTLY IMPOR - TANT	NOT AT ALL IMPRTNT
BASE: TOTAL RESPONDENTS	673	501	124	38	10
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	339	96	46	23
	75%	84%	62%	58%	62%
SOMEWHAT LIKELY	92	33	34	17	8
	14%	8%	22%	22%	22%
SLIGHTLY LIKELY	43	11	17	11	4
	6%	3%	11%	14%	11%
NOT AT ALL LIKELY	34	19	8	5	2
	5%	5%	5%	6%	5%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	298	87	37	18
	65%	74%	56%	47%	49%
SOMEWHAT LIKELY	134	60	42	21	11
	20%	15%	27%	27%	30%
SLIGHTLY LIKELY	48	15	15	14	4
	7%	4%	10%	18%	11%
NOT AT ALL LIKELY	51	29	11	7	4
	8%	7%	7%	9%	11%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330	214	60	36	20
	49%	53%	39%	46%	54%
SOMEWHAT LIKELY	147	75	51	12	9
	22%	19%	33%	15%	24%
SLIGHTLY LIKELY	90	42	27	18	3
	13%	10%	17%	23%	8%
NOT AT ALL LIKELY	106	71	17	13	5
	16%	18%	11%	16%	14%
Q4 - LIKELY TO: GO TO A MOVIE	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY LIKELY	188	138	31	12	7
	28%	34%	20%	15%	19%
SOMEWHAT LIKELY	105	57	31	14	3
	16%	14%	20%	18%	8%
SLIGHTLY LIKELY	108	52	35	16	5
	16%	13%	23%	20%	14%
NOT AT ALL LIKELY	272	155	58	37	22
	40%	39%	37%	47%	59%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY LIKELY	239	175	40	18	6
	36%	44%	26%	23%	16%
SOMEWHAT LIKELY	85	47	19	13	6
	13%	12%	12%	16%	16%
SLIGHTLY LIKELY	60	26	17	13	4
	9%	6%	11%	16%	11%
NOT AT ALL LIKELY	289	154	79	35	21
	43%	38%	51%	44%	57%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY LIKELY	207	152	38	12	5
	31%	38%	25%	15%	14%
SOMEWHAT LIKELY	122	77	26	14	5
	18%	19%	17%	18%	14%
SLIGHTLY LIKELY	100	41	34	19	6
	15%	10%	22%	24%	16%

NOT AT ALL LIKELY	244	132	57	34	21
	36%	33%	37%	43%	57%
Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY LIKELY	352	250	67	26	9
	52%	62%	43%	33%	24%
SOMEWHAT LIKELY	129	53	42	25	9
	19%	13%	27%	32%	24%
SLIGHTLY LIKELY	64	24	23	13	4
	10%	6%	15%	16%	11%
NOT AT ALL LIKELY	128	75	23	15	15
	19%	19%	15%	19%	41%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY LIKELY	137	101	25	8	3
	20%	25%	16%	10%	8%
SOMEWHAT LIKELY	41	25	8	7	1
	6%	6%	5%	9%	3%
SLIGHTLY LIKELY	71	44	18	6	3
	11%	11%	12%	8%	8%
NOT AT ALL LIKELY	424	232	104	58	30
	63%	58%	67%	73%	81%
Q9 - IMPORTANCE OF: SAFETY	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY IMPORTANT	501	350	86	40	25
	74%	87%	55%	51%	68%
SOMEWHAT IMPORTANT	124	42	62	15	5
	18%	10%	40%	19%	14%
JUST SLIGHTLY IMPORTANT	38	6	7	21	4
	6%	1%	5%	27%	11%
NOT AT ALL IMPORTANT	10	4	0	3	3
	1%	1%	0%	4%	8%
Q10 - IMPORTANCE OF: CLEANLINESS	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY IMPORTANT	505	372	82	33	18
	75%	93%	53%	42%	49%
SOMEWHAT IMPORTANT	134	29	70	22	13
	20%	7%	45%	28%	35%
JUST SLIGHTLY IMPORTANT	31	1	3	23	4
	5%	0%	2%	29%	11%
NOT AT ALL IMPORTANT	3	0	0	1	2
	0%	0%	0%	1%	5%
Q11 - IMPORTANCE OF: APPEARANCE	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY IMPORTANT	440	347	60	22	11
	65%	86%	39%	28%	30%
SOMEWHAT IMPORTANT	170	44	86	27	13
	25%	11%	55%	34%	35%
JUST SLIGHTLY IMPORTANT	52	8	7	30	7
	8%	2%	5%	38%	19%
NOT AT ALL IMPORTANT	11	3	2	0	6
	2%	1%	1%	0%	16%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY IMPORTANT	402	402	0	0	0
	60%	100%	0%	0%	0%
SOMEWHAT IMPORTANT	155	0	155	0	0
	23%	0%	100%	0%	0%
JUST SLIGHTLY IMPORTANT	79	0	0	79	0
	12%	0%	0%	100%	0%
NOT AT ALL IMPORTANT	37	0	0	0	37
	5%	0%	0%	0%	100%